

Station WAVY-TV NORFOLK, VA.	Agency () GMMB	Rep Firm
Advertiser () OBAMA FOR AMERICA	3050 K ST NW	Sales Office () PHILADELPHIA
Product BARACK OBAMA	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate# 1536	Agency C/P1/P2/E 95/101/1536	
Buyer DAN NAGELBERG	Flight Dates 09/25/2012 - 10/01/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

-- CONTRACT COMMENT --

CLIENT: OBAMA FOR AMERICA SC=*

-- REMARKS --

THIS IS A NEW POLITICAL ORDER

CONTRACT TOTAL IS \$59,205

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$150.00	09/25-09/28	6	1	6	\$900.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/01-10/01	2	1	2	\$600.00	
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$125.00	09/25-09/28	6	1	6	\$750.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$125.00	10/01-10/01	2	1	2	\$250.00	
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	09/25-09/28	6	1	6	\$300.00	
	6	M	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$50.00	10/01-10/01	2	1	2	\$100.00	
	7	TU-F	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	09/25-09/28	6	1	6	\$450.00	
	8	M	12P-1P	Buyline Comment: NOON NEWS	:30	\$75.00	10/01-10/01	2	1	2	\$150.00	

Rep Order# 6853834 Ver# 1 Status New
EC'd Yes

Traffic Order#

2 of 7

Printed: 09/18/2012 6:16 PM
Last Received: 09/18/2012 5:07 PM
Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1536
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-F	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$150.00	09/25-09/28	6	1	6	\$900.00	
	10	M	1P-2P	Buyline Comment: DAYS OF OUR LIVES	:30	\$150.00	10/01-10/01	2	1	2	\$300.00	
	11	TU-F	2P-3P	Buyline Comment: THE DOCTORS	:30	\$50.00	09/25-09/28	6	1	6	\$300.00	
	12	M	2P-3P	Buyline Comment: THE DOCTORS	:30	\$50.00	10/01-10/01	2	1	2	\$100.00	
	13	TU-F	3P-4P	Buyline Comment: MAURY POVICH	:30	\$125.00	09/25-09/28	6	1	6	\$750.00	
	14	M	3P-4P	Buyline Comment: MAURY POVICH	:30	\$100.00	10/01-10/01	2	1	2	\$200.00	
	15	TU-F	4P-5P	Buyline Comment: ANDERSON COOPER	:30	\$125.00	09/25-09/28	6	1	6	\$750.00	
	16	M	4P-5P	Buyline Comment: ANDERSON COOPER	:30	\$125.00	10/01-10/01	2	1	2	\$250.00	
	17	TU-F	5A-6A	Buyline Comment: EARLY AM NEWS	:30	\$300.00	09/25-09/28	6	1	6	\$1,800.00	
	18	M	5A-6A	Buyline Comment: EARLY AM NEWS	:30	\$150.00	10/01-10/01	2	1	2	\$300.00	
	19	TU-F	6A-7A	Buyline Comment: AM NEWS	:30	\$700.00	09/25-09/28	6	1	6	\$4,200.00	

Rep Order#	6853834	Ver#	1	Status	New
EC'd	Yes				

Traffic Order#

Printed: 09/18/2012 6:16 PM
 Last Received: 09/18/2012 5:07 PM
 Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.
Advertiser	() OBAMA FOR AMERICA
Product	BARACK OBAMA
Estimate#	1536
Buyer	DAN NAGELBERG
Phone#	
Fax#	

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	20	M	6A-7A Buyline Comment: AM NEWS		:30	\$700.00	10/01-10/01	2	1	2	\$1,400.00	
	21	TU-F	7A-9A Buyline Comment: TODAY SHOW		:30	\$700.00	09/25-09/28	8	1	8	\$5,600.00	
	22	M	7A-9A Buyline Comment: TODAY SHOW		:30	\$700.00	10/01-10/01	2	1	2	\$1,400.00	
	23	TU-F	430A-459A Buyline Comment: EARLY TODAY		:30	\$40.00	09/25-09/28	3	1	3	\$120.00	
	24	SU	430A-459A Buyline Comment: EARLY TODAY		:30	\$40.00	09/30-09/30	1	1	1	\$40.00	
	25	SA	6A-7A Buyline Comment: SATURDAY EARLY AM NEWS		:30	\$100.00	09/29-09/29	2	1	2	\$200.00	
	26	SA	7A-8A Buyline Comment: SATURDAY AM NEWS		:30	\$250.00	09/29-09/29	2	1	2	\$500.00	
	27	SA	8A-9A Buyline Comment: SATURDAY TODAY SHOW		:30	\$500.00	09/29-09/29	2	1	2	\$1,000.00	
	28	SU	6A-7A Buyline Comment: SUNDAY EARLY AM NEWS		:30	\$100.00	09/30-09/30	2	1	2	\$200.00	
	29	SU	7A-8A Buyline Comment: SUNDAY AM NEWS		:30	\$200.00	09/30-09/30	2	1	2	\$400.00	
	30	SU	8A-9A Buyline Comment: SUNDAY TODAY SHOW		:30	\$500.00	09/30-09/30	1	1	1	\$500.00	

EC'd Yes Last Received: 09/18/2012 5:07 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () GMMB Rep Firm () PHILADELPHIA
Advertiser () OBAMA FOR AMERICA 3050 K ST NW Sales Office ()
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson () ANJIE BRADY
Estimate# 1536 Agency C/P1/P2/E 95/101/1536 Salesperson Phone# 215-567-6005
Buyer DAN NAGELBERG Flight Dates 09/25/2012 - 10/01/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
	53	F	9P-10P	GRIMM	:30	\$1,000.00	09/28-09/28	2	1	2	\$2,000.00	
			Buyline Comment: GRIMM									
	54	SA	8P-11P	DRAMA ENCORES	:30	\$100.00	09/29-09/29	4	1	4	\$400.00	
			Buyline Comment: DRAMA ENCORES									
	55	TU-F	1235A-135A	JIMMY FALLON	:30	\$60.00	09/25-09/28	3	1	3	\$180.00	
			Buyline Comment: JIMMY FALLON									
	56	SU	815P-1130P	SUNDAY NIGHT FOOTBALL	:30	\$2,500.00	09/30-09/30	1	1	1	\$2,500.00	
			Buyline Comment: SUNDAY NIGHT FOOTBALL									
	57	SU	7P-815P	FOOTBALL NIGHT IN AMERICA	:30	\$700.00	09/30-09/30	1	1	1	\$700.00	
			Buyline Comment: FOOTBALL NIGHT IN AMERICA									
	58	TU	8P-9P	THE VOICE	:30	\$1,200.00	09/25-09/25	2	1	2	\$2,400.00	
			Buyline Comment: THE VOICE									
	59	TU	9P-10P	GO ON/THE NEW NORMAL	:30	\$1,200.00	09/25-09/25	1	1	1	\$1,200.00	
			Buyline Comment: GO ON/THE NEW NORMAL									
	60	W	9P-11P	LAW & ORDER: SVU	:30	\$1,000.00	09/26-09/26	2	1	2	\$2,000.00	
			Buyline Comment: LAW & ORDER: SVU									
	61	SU	12A-1A	LEVERAGE	:30	\$15.00	09/30-09/30	1	1	1	\$15.00	
			Buyline Comment: LEVERAGE									

---REPORT TOTALS---

Report Totals: 169 / \$59,205.00

Station WAVY-TV NORFOLK, VA.
Advertiser () OBAMA FOR AMERICA
Product BARACK OBAMA
Estimate# 1536
Buyer DAN NAGELBERG
Phone#
Fax#

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 95/101/1536
Flight Dates 09/25/2012 - 10/01/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--SALES MONTHLY TOTALS--

Sep 12: 138 / \$48,955.00 Oct 12: 31 / \$10,250.00
Sales Totals: 169 / \$59,205.00
Station Totals: 169 / \$59,205.00
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

Market Totals	\$185,016	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
		WTVZ 7%	WVBT 23%	WVEC 21%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV11, MAY12, ENOV12
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

-- CREDIT RISK --

CASH IN ADVANCE